



National Park Service
U.S. Department of the Interior

Apostle Islands
National Lakeshore

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Apostle Islands News Release

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Apostle Islands National Lakeshore = visitors, money and jobs for local economy

Bayfield, Wisconsin – A new National Park Service (NPS) report shows that, in 2010, 156,945 visitors to Apostle Islands National Lakeshore spent over \$17 million in communities near the park. That spending supported 287 jobs in the local area.

“The people and the business owners in communities near national parks have always known their economic value,” park superintendents Bob Krumenaker said. “Apostle Islands National Lakeshore is clean, green fuel for the engine that drives our local economy.”

Most of the spending/jobs are related to lodging, food, and beverage service (52 percent) followed by other retail (29 percent), entertainment/amusements (10 percent), gas and local transportation (7 percent) and groceries (2 percent).

The figures are based on \$12 billion of direct spending by 281 million visitors in 394 national parks and nearby communities and are included in an annual, peer-reviewed, visitor spending analysis conducted by Dr. Daniel Stynes of Michigan State University for the National Park Service. To download the report visit <http://www.nature.nps.gov/socialscience/products.cfm#MGM> and click on *Economic Benefits to Local Communities from National Park Visitation and Payroll, 2010*.

The expenditure figures for Apostle Islands National Lakeshore are also based on a 2004 Visitor Study that provides information specific to Apostle Island visitors. This report is available on the park's website at: http://www.nps.gov/apis/parkmgmt/upload/157_APIS_rept.pdf.

Across the U.S, local visitor spending added a total of \$31 billion to the national economy and supported more than 258,000 jobs, an increase of \$689 million and 11,500 jobs over 2009.

Information is available for visitor spending at individual parks and by state. For more information on how the NPS is working in Wisconsin, go to <http://www.nps.gov/state/wi>.

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